

Department of Agriculture, Trade, and Consumer Protection (DATCP)



Agency Dashboard Performance

Q2 FY16

Economic Development

Increase/maintain number of targeted meetings with business and industry

Metric Definition Number of roundtables and workshops with businesses to consult, educate, and get feedback on regulations.



Goal Met	Current	Previous	Target	Trend
	176	234	100	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details DATCP provides workshops and consulting services for businesses. We also regularly meet with stakeholders to provide the knowledge they need to comply voluntarily with regulations.

Increased export sales as a result of the Wisconsin International Trade Team services

Metric Definition The trade team at the Wisconsin International Agribusiness Center consults with businesses to increase export sales.



Goal Met	Current	Previous	Target	Trend
	\$6 million	\$4 million	\$5 million	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details The target is based on an annual target of \$20M or \$5M per quarter. Wisconsin ranked 12th in the nation for value of agricultural exports (2015). DATCP provides a wide range of services to companies that export agricultural products, including consulting services and leading trade mission trips.

Increase percentage of food inspections performed on schedule

Metric Definition Percentage of food inspections performed on schedule.

Goal Met	Current	Previous	Target	Trend
	70%	67%	90%	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details Unsafe food processing and handling practices can cause serious food-borne disease outbreaks. To protect consumers, the Food Safety Division licenses, regulates and inspects retail food stores (including grocery stores, delicatessens, bakeries, confectionaries and ice cream shops), food processing plants and warehouses, and dairy plants. Restaurant inspections will move from DHS to DATCP in 2016.



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Maintain turnaround time on issuance of certificates required for export of plants and plant products

Metric Definition Percentage of export certificates issued within 24 hours of receipt from client.



Goal Met	Current	Previous	Target	Trend
	97%	97%	90%	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details When Wisconsin plants and plant products are shipped to another state or country, the destination location may require that the plants or plant products be inspected and certified that they are free of insects or diseases. Certificates are required for products like Christmas trees, landscape trees, shrubs, nursery stock, seed, grain, grain products, lumber, veneer, tissue culture plantlets, potatoes and seed potatoes. The agency has 10 days by rule to issue the certificates.

Increase percentage of animal health inspections performed on time

Metric Definition Percentage of animal health inspections meeting program standards for inspection intervals.


Goal Met	Current	Previous	Target	Trend
	63%	53%	80%	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details DATCP monitors for animal diseases that have the potential to spread to humans, that may spread from farm-to-farm, and that cause other states and nations to close trade doors to our livestock and animal products. The recent numbers reflect the impact of avian influenza and other foreign diseases on program resources. Numbers will vary by quarter due to seasonal nature of inspections.

Increase percentage of feed quality surveillance samples that meet label guarantees

Metric Definition Percentage of feed quality surveillance samples that meet label guarantees

Goal Met	Current	Previous	Target	Trend
	82%	N/A	85%	N/A

Reporting Cycle Annually (state fiscal year July 1, 2014 - June 30, 2015)

Additional Details DATCP's Feed Program assures consumers and manufacturers that animal feeds (livestock feed, pet food, and feed ingredients) are unadulterated, meet label guarantees, and are safe and effective for use. We do this through facility inspections, product surveillance sampling and comprehensive labeling requirements.

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Agency Dashboard Performance

Q2 FY16

Efficient and Effective Services

Improved response time to consumers

Metric Definition Average time from the filing of a consumer complaint to communication of initial agency action.



Goal Met	Current	Previous	Target	Trend
	28 days	30 days	14 days	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details Consumer Protection receives around 10,000 complaints from Wisconsin consumers every year. This metric measures the time from complaint receipt to initial agency action (referral to another agency, business contacted on the consumer's behalf, investigation opened, etc.). Complaints received electronically are acknowledged upon receipt.

Decrease number of Consumer Protection hotline calls that go to voicemail

Metric Definition Percentage of Consumer Protection calls that go to voicemail.



Goal Met	Current	Previous	Target	Trend
	20.6%	14.3%	5.0%	

Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details Hotline features allow consumers to request publications or a complaint form, speak with a staff person, or leave a voicemail. This represents the percentage of callers who want to speak with a staff person and have to leave a voicemail, requiring a call back from DATCP.

More efficient weights and measures/fuel quality inspections

Metric Definition Average time to complete a weights and measures/fuel quality inspection.

Goal Met	Current	Previous	Target	Trend
	1.31 hours	1.44 hours	1.5 hours	



Reporting Cycle Quarterly (October 1, 2015 - December 31, 2015)

Additional Details Inspectors check price scanners, scales, gas pumps, and other devices used in commerce to ensure a fair marketplace. Inspectors also check fuel quality and the integrity of the tank system. More information on Weights and Measures and Petroleum Inspections.

Customer/Taxpayer Satisfaction

Clean Sweep collections

Metric Definition Maintain collections of unused prescription drugs, household hazardous waste, latex paint, and agricultural chemicals through the Clean Sweep Program.

Goal Met	Current	Previous	Target	Trend
	2.23 million pounds (2014)*	2.32 million pounds (2013)	2.2 million pounds	

Reporting Cycle Annually (calendar year)

Additional Details 2015 data will be available in April 2016*. The Clean Sweep Program assists communities in improving and sustaining public health, the environment, and animal safety by reducing risk of exposure to hazardous chemicals, pesticides, and unwanted prescription drugs in homes, on farms and at businesses. The program provides financial assistance to Wisconsin counties, regional planning commissions, cities, villages, and other municipalities to collect unwanted pesticides, household hazardous wastes, and unwanted prescription drugs such as controlled substances, analgesics, anti-inflammatory drugs, antibiotics, gastrointestinal drugs, and antihistamines. DATCP's program goal is to increase collections on average across all Clean Sweep waste categories.